



Fearless Leadership to Drive Growth, Innovation and Retention

Wet Cement's Proprietary Learning and Development Workshops and Keynotes

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Schedule your free consultation [here](#), e-mail info@wet-cement.com, or call/text message (732) 503-8123. Visit [Wet Cement](#) to learn more.

BUSINESS SKILLS

Drive ROI by Investing in ‘Soft Skills’ That Drive Hard Results

Research and insights are integral to every Wet Cement workshop because they uncover the mindset and behavioral challenges and demands of each organization. We use this knowledge to design programs that support the shifts needed to achieve growth goals. Investing in professional skills development yields invaluable returns for your business:

- **Improved Productivity:** 72% of business leaders believe effective communication has increased their team’s productivity¹
- **Enhanced Innovation:** Companies using AI in decision-making are 5x more likely to make faster and more effective decisions².
- **Save Time:** Employees skilled in AI accomplish tasks up to 25% faster³.
- **Future-Proof Your Workforce:** 87% of global business leaders believe AI skills will be essential in their workforce by 2025⁴.
- **Proven Results:** Clients in the “Pitch to Win” program reported: a) 100% close rate on pitches over two years; b) 47% year-over-year growth in sales; and c) 50% larger deals.

Sources: ¹*The State of Business Communication*, Harris Poll; ²MIT Sloan; ³pwC; ⁴World Economic Forum

Client Feedback on Our Business Skills Programs

“I wouldn’t risk pitching any new clients without Wet Cement helping prepare us to win.” —*David Kyne, Inizio Evoke (Formerly KYNE)*

“Your training was the most impactful we’ve ever had; our team now has a shared language and strategic, customer-centric approach that is changing how we work with clients. Every session is customized and designed based on our team and business needs—this is definitely not a boilerplate training program.” —*Jack Barrette, WEGO Health*

“It was totally worth the time and expense to fly to Florida from Oahu just to participate in the Business Storytelling workshop. Jennifer Willey was a masterful and inspirational facilitator of this workshop.” —*Winona White, Kamehameha Schools*

“I have done many sales trainings during my 13-year career in Digital Ad Sales and NONE have taught me what I have learned from Jenn Willey. There is no fluff, only coaching on proper techniques, winning strategies, and how to leverage your strengths.” —*Jennifer Reilly, eBay*

“Jenn and Wet Cement were extremely helpful and transformative in sharing a holistic storytelling framework for effective business presentations and providing professional advice on message delivery and communication. I highly recommend Wet Cement.” —*Yuito Yamada, McKinsey & Co, Asia*

“Her training sessions in advance of big presentations have been instrumental in helping us to focus our ideas, sync-up as a team and increase our effectiveness, clarity and persuasiveness! Thank you for these collaborative, fun and powerful sessions.” —*Maureen Byrne, Inizio Evoke Comms*



The Fearless Communicator Series: Persuade and Present with Confidence

Clear and compelling communication isn't just a skill—it's a competitive advantage. Teams that lack confidence in speaking, storytelling, presenting, and leading difficult conversations often struggle with conflict, lost opportunities, and stagnation.

This 5-part program progressively builds greater influence, stronger relationships, and better outcomes by addressing:

1. **Confident Communications:** Speak and present with clarity and conviction.
2. **Business Storytelling:** Transform data into compelling narratives that resonate.
3. **Presenting Like a Pro:** Deliver engaging, influential presentations that drive action.
4. **Reflexive Listening:** Prepare, probe and listen to uncover opportunities and needs.
5. **Courageous Conversations:** Provide feedback, confront conflict and negotiate for more.

What Makes This Program Unique:

It's customized to *your* business: This is not a boilerplate training program. We operate as an extension of your team and tailor all program content through:

- ✓ **Discovery Sessions and Surveys:** We assess your team's current communication challenges and business storytelling needs through leadership listening sessions and program participant surveys. This enables us to tailor sessions based on their needs and challenges.
- ✓ **Materials Review:** By analyzing your team's current presentations, we can include detailed examples of how employees can improve materials using best practices learned in our workshops. This makes implementation practical and easy to understand for every participant.
- ✓ **"Coach the Coach" Sessions:** We train your leaders/managers to reinforce the strategies with their direct reports in their team meetings and one-on-ones.
- ✓ **"Q&A and Office Hours" Sessions:** These bonus sessions allow your team to share their specific challenges that surface as they put lessons into practice. It also provides ample time to answer questions from the workshop or afterward. This helps employees tackle tough problems and apply what they've learned.
- ✓ **Insights and Analysis:** A program debrief helps leadership understand session insights from our real-time intelligence-gathering platform and post-workshop surveys. The Wet Cement team helps interpret the data, and recommends action plans to further support and develop your team.
- ✓ **Transformative Coaching Sessions:** Ideally, workshops are paired with one-on-one Communications Coaching sessions. Each private session is led by communications expert Jennifer Willey, who offers unique experience as an on-air talent, journalist, sales leader and keynote speaker.



Here's how it works:

- Each participant roleplays an upcoming meeting or presentation with Jennifer Willey.
- They receive real-time feedback on how to strengthen their storytelling, delivery, stakeholder engagement, materials and more.
- A personalized Communication Action Plan—based on 40 skills—is shared with each participant and their manager, to reinforce what they learned and support their growth.

Strengthen your team's executive presence, empower them to influence others and develop communication strategies to drive business growth. Transform how they engage, persuade, and lead as your team progresses through a holistic learning journey.

Details on each workshop within this progressive program are below.

Confident Communications: Speak and Present with Power

Strong, assertive communication is the cornerstone of professional success, directly impacting collaboration, leadership, and business outcomes. Organizations with highly effective communicators are **4.5 times more likely to retain top talent** (Gallup) and **experience 47% higher returns to shareholders** (Towers Watson).

This workshop provides actionable strategies to craft impactful messages, improve delivery, and overcome barriers to effective communication. We address the “7 Deadly Sins of Speaking,” which erode credibility and audience engagement. We also explain the “double bind” of exhibiting both competence (being clear, direct and decisive) and warmth (pro-social behaviors and empathy), while exploring practical ways to implement these traits. Your team will learn how to elevate their message to expand influence and drive action.

Attendees Will Leave With:

- Methods to build confidence for public speaking and presentations.
- Awareness of common communication pitfalls and how to prevent them from compromising credibility and engagement.
- Techniques to speak more persuasively and assertively, which accelerates impact.
- Reflexive listening techniques to uncover problems and position solutions effectively.



Business Storytelling: Turning Data into Impactful Narratives

Compelling storytelling is critical in today's information-rich world, as data alone isn't enough to influence decisions or inspire action. Employees must be able to turn complex messages into powerful narratives that engage stakeholders and simplify decision-making. Effective leaders harness storytelling to align teams with business objectives and embrace change. **Stories are 22 times more memorable than facts alone** (Stanford), and organizations that utilize data storytelling realize a **20% increase in decision-making speed** (Gartner). Crafting impactful narratives that build trust and influence outcomes delivers measurable results.

Informed by journalism, sales and marketing experience, our proven methodology integrates the science of storytelling with emotion, through a tailored version of the "Hero's Journey." Attendees learn the key elements needed to persuade, influence and build trust. Your team learns how to anticipate and manage objections, prepare thought-provoking questions to uncover needs and priorities, and position their recommendation as the ideal solution. Collaborative exercises connect business objectives with prospects' motivational drivers to create a sense of urgency.

Attendees will leave with:

- Techniques to align storytelling with business objectives and goals.
- The ability to bring data to life to drive emotion through metaphors, analogies, and imagery.
- An easy-to-implement framework to tailor for any situation or desired outcome.
- A preparation plan to research their target audience—the "hero" of the story.
- Confidence and skills to present ideas persuasively, authentically, and impactfully.

Tailored to Your Business Needs

This is not a one-size-fits-all program. We partner with your team to develop a **custom use case tailored to your business goals**, ensuring participants gain real-world experience applicable to their role. In addition, we offer one-on-one storytelling coaching for each attendee. This powerful add-on service transforms your team's abilities to secure stakeholder buy-in, enhance customer engagement, and help address your organization's specific challenges and opportunities.



Present Like a Pro: Create Presentations that Engage and Influence

If you've ever felt distracted, lost, or struggled to stay awake while squinting at outdated text-heavy slides from a presenter who fails to engage their audience, you'll wish they attended this workshop. Commanding attention, inspiring action, and driving decisions relies on effective presentations and audience engagement skills. Modern, visually compelling materials with persuasive messaging can fast-track opportunities for business success. This workshop equips professionals with the design, strategies, messaging, and delivery to create dynamic, action-oriented presentations that win over stakeholders.

Participants learn how to turn complex ideas into compelling narratives and refine their delivery for maximum impact. They will develop confidence and skills to present with clarity, conviction, and influence through interactive exercises and expert insights.

Attendees Leave With:

- A framework to build visually-engaging presentations that engage and drive action.
 - Clarity on attention-killers and best practices to keep audiences dialed in.
 - Techniques to craft metaphors, analogies, and structured messaging.
 - Proven methods to enhance presence, credibility, and impact.
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Reflexive Listening: Uncover Business Needs and Build Trust

Success in business isn't just about what you say, it's about how well you listen. Uncovering a stakeholder's true pains, challenges, and priorities requires more than surface-level conversation. Reflexive listening transforms routine meetings into high-impact discussions that drive business outcomes. Professionals who excel at listening and inquiry build deeper relationships, gain valuable insights, and position their products and services as the ideal solutions to critical problems.

Participants learn to use business intelligence to shape a strategic questioning framework that guides conversations toward meaningful discovery. Reflexive listening techniques help them dig deeper, uncover hidden needs, and tailor their messaging for maximum resonance. Attendees apply the approach through roleplay in a safe, collaborative environment, gaining real-time feedback to strengthen their skills.

Attendees Leave With:

- A framework to uncover stakeholder priorities, challenges, and needs.
 - Reflexive listening techniques to dig deeper and extract meaningful insights.
 - A questioning strategy to use for an upcoming meeting, yielding immediate impact.
 - Hands-on roleplaying experience to refine skills in a supportive, low-risk setting.
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Self-Advocacy + Executive Presence: Elevating Voice, Vision and Value

We are often our own worst enemy instead of our best champion. Advocating for yourself starts by defining your needs and learning proven approaches to attain the best outcome. When employees can't champion what they (and their teams) need, your business loses innovation opportunities, collaboration suffers, and turnover increases.

This session equips participants with the mindset, language and tools to articulate priorities and goals. Your team will learn how to advocate for what's best for the business, even while navigating challenges, change and conflict. In safe environments, employees apply what they learn through role-playing to develop foundational skills that enhance creativity and transparency, while fostering a culture of shared success.

Attendees Will Leave With:

- Preparation plans for advocating for themselves, their team, or business needs.
- Proven methods to confidently assert their needs, set boundaries, and identify distractions so they can stay focused on their goals.
- Clarity on the core pillars of executive presence and how to embody them.
- An *Advocacy Plan* to identify and articulate their mission moving forward.

Harness Generative AI to Boost Impact and Productivity

Artificial Intelligence is transforming industries at an unprecedented pace, with McKinsey estimating that AI could add \$13 trillion to the global economy by 2030. Gartner reports that organizations leveraging AI realize a 40% increase in productivity and a 37% improvement in decision-making speed. Yet today, most employees *aren't* using it for building strategy, managing conflict, or increasing efficiency—it's serving more as an expensive search engine.

This workshop guides employees to use this “24/7 mentor and coach” to help accelerate their professional success (while achieving personal goals). Attendees learn to use it in their workflow to overcome challenges while enhancing productivity, creativity, and impact. We address how to use AI across the “Fearless Fundamentals” for workplace leadership—confidence, communication, connection, control, and culture. Participants gain hands-on experience using AI to safely streamline tasks and create opportunity.

Attendees Will Leave With:

- An understanding of how to use AI to communicate more assertively, advocate for their ideas, network with purpose and solve complex problems.
- Confidence using AI to enhance collaboration and build a strong team culture.
- Ideas for using AI to prioritize critical tasks, drive efficiency, and minimize burnout.



Win-Win Negotiations: Position Your Ask to Maximize Outcomes & Relationships

Negotiation skills enhance outcomes, advance careers, and drive organizational success. Yet few employees ever learned this valuable skill, which delivers up to **30% higher profitability** (Harvard Business Review) and **42% stronger client retention rates** (McKinsey). There's such a lack of knowledge on how to do it properly and discomfort advocating for personal financial interests, that more than half of employees don't even negotiate their own salaries (Glassdoor). If your team isn't comfortable negotiating for their pocketbook, they're even *less* likely to negotiate on behalf of your business. Which is why investing in building negotiation skills will deliver a strong ROI:

- **Higher Profitability:** Skilled negotiators secure better deals, directly contributing to revenue growth and bottom-line performance.
- **Stronger Client Retention:** Trust-based, win-win negotiations enhance client satisfaction and loyalty, leading to long-term partnerships.
- **Improved Internal Collaboration:** Effective negotiation techniques reduce conflicts and misalignments, enhancing team dynamics and efficiency.
- **Faster Decision-Making:** Streamline processes while saving time and resources.

This workshop provides the framework, strategies, and confidence employees need to turn every negotiation into an opportunity for growth. Participants learn how to prepare in advance, value and offer concessions and sweeteners, and when and how to anchor.

This program includes a **tailored use case** based on the negotiation scenarios your team frequently faces.

Attendees Will Leave With:

- A structured framework for preparing and executing successful negotiations.
- The ability to identify align interests to successfully create long-term partnerships, while maximizing outcomes.
- Confidence to advocate for their interests, while maintaining professionalism and respect.
- Hands-on experience through role-playing, to apply new skills to real-world situations.



Pitch to Win: Fearless Sales and Business Development for Growth

Intended Audience: Sales, client service/account management, and anyone involved in sales pitches or presenting your capabilities to prospective or existing customers.

In today's competitive and rapidly changing world, sales teams struggle to stand out and close deals. The average **sales close rate** is just **20%** (HubSpot), yet companies with highly trained sales teams outperform their peers with **50% more revenue growth** (McKinsey). *Pitch to Win* combines group training with one-on-one coaching to sharpen sales communication skills, helping participants deliver winning pitches. By focusing on strategy, storytelling, and delivery, attendees acquire essential tools for presenting ideas and closing deals with confidence.

The program addresses every aspect of preparing a compelling pitch—from a research strategy to uncover prospect pains and needs; to reflexive listening that helps position your offering as the ideal solution; to building confidence to pursue higher-value deals. Participants learn to overcome objections and create urgency, expediting deals and improving ROI.

Attendees Will Leave With:

- Tools to deliver engaging, client-winning pitches for virtual and in-person settings.
- Storytelling and objection-handling skills to shorten sales cycles and close bigger deals.
- Reflexive listening expertise to uncover client pains and develop winning positioning.
- Strategies to influence more senior decision-makers, and upsell/cross-sell.
- A Personalized Development Plan, addressing 40+ sales communication competencies.

Why This Program Is Unique:

It's customized to *your* business: This is not a boilerplate training program. It includes:

- ◆ **Discovery Sessions and Surveys:** We assess your team's challenges and developmental needs. These insights inform how we tailor the program to maximize impact.
- ◆ **Materials Review:** A sales collateral analysis allows for detailed examples of how your teams can develop stronger narratives and supporting sales materials.
- ◆ **"Coach the Coach" Sessions:** Your leaders/managers learn to reinforce strategies.
- ◆ **"Q&A and Office Hours" Sessions:** Space to share specific sales challenges that surface as they apply what they've learned, and answer questions from the workshop or afterward.
- ◆ **Insights and Analysis:** A program debrief session provides valuable insights from our real-time intelligence-gathering platform and post-workshop surveys.
- ◆ **Transformative Coaching Sessions:** 1-on1 presentation coaching sessions provide real-time feedback on strengthening their narrative, delivery, stakeholder engagement, objection handling, materials and more. Communications expert Jennifer Willey offers her unique expertise developed as an on-air talent, journalist, sales and marketing leader and keynote speaker. The coachee and their manager receive a personalized *Pitch to Win Action Plan* and strengths assessment afterwards, to help reinforce learnings to further advance key skills.



LEADERSHIP DEVELOPMENT

Improve ROI, Retention, and Innovation with a Fearless Mindset

- Businesses can expect a 29% ROI within three months of leadership training, with an annualized ROI of 415%¹
- Highly engaged workforces outperform their peers by up to 147% in earnings per share. This is attributed to better leadership practices fostered through training².
- 40% greater employee retention and 30% higher engagement among workers who feel valued and supported in their roles³.
- Faster Revenue Growth: Companies with collaborative cultures generate 56% more innovation-driven revenue⁴.

Sources: ¹ [Verizon, Dr. Paul Leone](#); ² Gallup; ³ Harvard Business Review, ⁴ BCG

Client Feedback on Our Leadership Development Programs

“I highly recommend Wet Cement’s programs; they will change the mindsets, actions and culture of your teams.” –*Josh Palau, Pfizer*

“We were so impressed with the content and engaging way she led our group through ‘Building Your Brand.’ She armed each of us with actionable tactics and strategies to help elevate our own personal and professional brand and become ‘fearless’ leaders.” –*Judy Wheeler, Nissan*

“The workshop had a profound impact on the attendees and provided insight and strategies to manage and overcome Imposter Syndrome.” –*Lisa Bull, Paramount*

“The keynote was inspirational and highly actionable. All participants walked away with clear and tangible strategies for communicating more confidently, strategically building our Personal Board of Directors, tackling Imposter Syndrome, and advocating for ourselves.” –*Patricia Golas, Johnson & Johnson*



Fearless Leadership Accelerator: Amplify Influence and Impact

Optimizing Workforce Potential, Prioritizing Self-Leadership & Driving Business Growth

The most successful organizations' teams think boldly, collaborate effectively, and take smart risks that drive innovation and business growth. The comprehensive and actionable *Fearless Leadership Accelerator* program strengthens employees' emotional intelligence, resilience, and self-leadership skills—empowering them to contribute more effectively, and take ownership of their professional growth. This is not your typical leadership training; participants consistently ask for more, a rare feat in Learning & Development.

Participants Will Learn:

- **Self-Leadership and Confidence:** Identify and overcome limiting beliefs, develop a fearless mindset, and step into leadership with confidence.
- **Resilience:** Enhance emotional intelligence and agility for sustainable success.
- **Trust and Collaboration Building:** For more engaged, high-performing teams.
- **Change Management:** How to navigate uncertainty, and accelerate innovation.
- **Career Pathing:** Improve visibility and planning for long-term success.

Program Workshops:

1. Evict the Impostor | Overcome Self-Doubt to Lead with Confidence
2. Thrive Through Change | Build Trust, Find Opportunity + Reduce Fear During Chaos
3. Build Your Personal Board of Directors | Cultivate Strategic Relationships for Success
4. Define Your Leadership Brand | Elevate Visibility, Credibility & Opportunity
5. Win-Win Networking | Build Meaningful Connections for Career and Business Growth
6. Resilient Leadership | Take Control Under Pressure to Minimize Burnout
7. Advancing Your Career with Intention | Visibility, Opportunity & Growth

What Makes This Program Unique?

This is not a one-size-fits-all training—it's a **customized leadership and innovation accelerator** tailored to your business. Wet Cement operates as an extension of your team to ensure every session is highly relevant, immediately applicable, and results-driven.

- ◆ **Discovery Sessions and Surveys**
 - ◆ **“Coach the Coach” Sessions:** Leaders and managers learn to reinforce key takeaways
 - ◆ **“Q&A and Office Hours” Sessions:** Space to discuss challenges and approach.
 - ◆ **Insights and Analysis:** We share learnings so you can continue the momentum.
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Evict the Impostor: Overcome Self-Doubt and Build Confidence

Intended Audience: All employees; Manager Version also available

Have you ever thought of yourself as a fraud or a fake, waiting for others to “find out” that you aren’t as smart or talented as everyone thinks you are? If you haven’t personally felt this way, your team members probably have. Our proprietary research reveals that **98% of professionals struggle with aspects of impostor syndrome**, secretly lacking confidence.

Self-doubt keeps high-performing, intelligent and creative people from achieving their potential while wreaking havoc on team dynamics. Left unaddressed, it can lead to higher turnover and lower morale. Those touched by the impostor wand withhold their best ideas, shy away from taking calculated risks and pursuing leadership opportunities, delay action, and burn themselves out. This workshop builds confidence, connections, and trust across your team so they can overcome roadblocks and reach their goals together.

Attendees Will Leave With:

- Understanding impostor syndrome triggers and how it impacts performance.
 - Tools to reframe limiting beliefs, silence their inner critic, and foster resilience.
 - Strategies to embrace imperfection and get comfortable asking for help.
 - Methods for managing others who lack confidence.
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Thrive Through Change: Staying Grounded in Uncertain Times

In a world where constant disruption has become the norm, change fatigue is taking a toll: 74% of employees report lower engagement and productivity when navigating change without support (Gartner, 2023). The good news? Employees are 50% more likely to embrace change with the right mindset and tools (McKinsey, 2024).

This workshop will boost resilience, quiet fear-based thinking, and help your team take control through times of change. Participants learn how stress triggers fight, flight, fawn or freeze responses, and develop practical strategies to regain their sense of stability and purpose. Through engaging storytelling, real-world business examples, and exercises, they’ll leave feeling more confident, focused, and equipped to turn disruption into direction.

Attendees Will Leave With:

- Insight into the neuroscience of uncertainty and how to reframe fear into fuel.
 - Tools to identify their personal “stress response.”
 - Techniques to stay grounded and focused, even during organizational shifts.
 - Ways to use AI as a thought partner and problem-solver through uncertainty.
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Build Your Personal Board of Directors: Advancement Through Advocates

The relationships you build throughout your career profoundly impact your professional growth and success. Individuals with strong networks of mentors, sponsors, and advocates solve problems better, are promoted faster, earn more, and are **23% more likely to advance in their careers** (Center for Talent Innovation). This workshop gives participants a roadmap to create their own Personal Board of Directors—a network of trusted advisors who help navigate challenges, provide guidance, and open doors to new opportunities. Attendees learn how sponsors, mentors, peers, allies, and protégés can impact their success, and develop a plan on how to build these mutually-beneficial relationships.

Attendees Will Leave With:

- An understanding of how a Personal Board of Directors can accelerate career growth.
 - Clarity on their professional development priorities and strengths.
 - Strategies to identify and “recruit” potential advocates and secure support.
 - Prospective “Board Members” from interactive group breakout activities.
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Define Your Leadership Brand: Elevate Visibility, Credibility & Opportunity

Companies spend millions defining their brand, and marketing it to potential customers, but most professionals never proactively develop—let alone promote—their own personal brand. A well-defined and articulated brand helps partners, colleagues, and customers understand your strengths, skills, interests and areas of expertise. According to LinkedIn, employees with well-defined personal brands are more likely to attract high-value opportunities, benefiting their companies and careers. Solid personal brands translate to stronger client relationships, credibility, and visibility.

This workshop provides strategies to authentically and confidently represent what you bring to the table. Attendees elevate self-awareness, establish their voice, and create an “elevator pitch” to articulate their value and impact. Finally, we address how to leverage social media to establish themselves as thought leaders, and secure speaking opportunities to elevate their reputation and yours.

Attendees Will Leave With:

- A personal brand statement that confidently communicates their unique value.
- Strategies to enhance visibility and credibility across their organization and industry.
- A roadmap to elevate their leadership presence.
- Practical methods to leverage social media, thought leadership and networking to accelerate career and business growth.



Network Like a Natural: Building Authentic Connections

If you'd prefer a root canal over attending a networking event, you are likely missing out on opportunities to connect with potential customers, allies, colleagues, and leaders who can help accelerate growth. Networking is the fastest path to building mutually beneficial relationships that can unlock opportunities and drive long-term success.

Organizations that prioritize networking realize increased access to diverse ideas, faster decision-making, and **43% higher revenue growth**¹. Since **85% of jobs are filled through networking**², this is an opportunity for your team to find top talent. Professionals with robust networks are **70% more likely to achieve promotions and leadership roles**³—which means your team will contribute more and stay with your organization. Yet most people avoid it—citing discomfort “selling themselves,” facing rejection, and starting conversations with strangers.

This workshop begins by shedding the fear—breaking down the barriers that foster discomfort, anxiety and insecurity. Next, we review actionable strategies to overcome those roadblocks and build authentic, win-win relationships based on trust, commonalities and support. Finally, we craft a three-pronged strategic plan that empowers participants to maximize networking opportunities at work, industry events and conferences, and online through social media.

Attendees Will Leave With:

- A comprehensive Networking Plan to execute online and in-person at work and events.
- Techniques to build trust and meaningful relationships in any networking scenario.
- Tools to strengthen networks with colleagues, mentors, sponsors, and collaborators.
- Strategies to uncover new opportunities through purpose-driven networking.

Sources: ¹ McKinsey; ² Harvard Business Review; ³ LinkedIn Global Talent Trends



Resilient Leadership: Take Control Under Pressure to Minimize Burnout

Burnout stems from stress, an imbalance between intense demands and insufficient resources, and working on the wrong things without clarity or control. This workshop equips leaders and high-performing professionals with practical tools to prioritize what matters most, reduce time spent on low-value work, and build the resilience required to perform at a high level without burning out.

Participants learn how to say **no** to time wasters, manage competing demands with confidence, and create a **Blue Sky Blueprint™** — a clear, realistic framework for how they want to work, lead, and sustain performance over time. The focus is not balance, but intentional capacity, clarity, and control.

Attendees Will Leave With:

- The ability to identify and eliminate low-value work that drains time and energy
- Prioritization of what matters most — without guilt or over-explaining
- Confidence to say ‘no.’ while preserving relationships and trust
- How to manage capacity and cognitive load in high-pressure environments
- A **Blue Sky Blueprint™** that supports resilience, clarity, and sustainable performance

Advancing Your Career with Intention: Visibility, Opportunity & Growth

Career growth rarely happens by accident — thoughtful career progression takes strategy and planning. This workshop helps high performers take a more intentional approach to career advancement by exploring options, building awareness with key stakeholders, and aligning ambition with organizational needs. Participants learn how careers actually progress inside organizations — and how they can map out a path that will take advantage of their skills, strengths and interests, with support from managers, mentors and advocates.

The session reframes career advancement as a shared value proposition: when individuals understand how to navigate the complexity of working in a large organization, while building strategic relationships, organizations benefit from higher engagement, stronger retention, and more intentional talent development.

Attendees Will Leave With:

- The ability to articulate career goals with clarity and confidence
- Alignment between personal ambition and business priorities
- A plan to move from passive career management to intentional progression
- Know-how on navigating potentially tricky situations to ensure everyone’s on board.



Signature Keynote: Fearless in 5 A Journey of Resilience & Reinvention

What if the only thing standing between you and success was your own mindset?

In this vulnerable, funny and relatable keynote, Jennifer Willey takes audiences on an unforgettable journey through her path to fearlessness—one filled with unexpected twists, cringe-worthy moments, self-doubt, and breakthrough lessons. She started as an awkward kid on a 1980s TV show and became the youngest certified fitness instructor in the U.S. Jenn stepped in front of the camera as a TV news anchor, pivoted into IT management consulting and finally, was responsible for driving growth at innovative companies in tech and media. Her career has been anything but predictable.

But through every setback, reinvention, and period of self-doubt, Jennifer learned that adaptability, resilience, and confidence are not inherent traits we're born with—they're skills we build. Now, as an entrepreneur, global keynote speaker, and author, she shares how to overcome external obstacles and internal barriers with humor, heart, and a few embarrassing stories along the way. Jennifer reveals the mindset shifts that helped her embrace uncertainty, navigate challenges, and push past fear to create a career and life on her own terms.

Attendees Will Leave With:

- The ability to turn fear into fuel – transforming challenges into opportunities for growth
- Plans for embracing change with confidence
- Strategies to silence self-doubt – replacing impostor syndrome with self-assurance
- An understanding of their unique value, so they can boldly step into their power
- Knowing there is humor in the hard stuff – strengthening resilience with a little laughter

Being fearless isn't about eradicating all fear—it's about taking action in the face of natural anxieties. With the right mindset, you can build a career and life beyond what you ever imagined.

MANAGER DEVELOPMENT

Minimize Attrition, Attract Talent and Boost Performance

- **Increase Productivity:** Teams led by skilled managers are **48% more productive**¹.
- **Improved Engagement and Morale:** Great managers foster trust and communication, accounting for **at least 70%** of the variance in employee engagement scores².
- **Higher Employee Retention:** Effective managers reduce turnover and expenses since it costs companies **33% of an employee's annual salary** to replace them³.
- **Faster Innovation:** Teams operating in psychologically safe environments generate more creative ideas and **solve problems 31% faster**³.
- **Future-Proof Leadership Pipelines:** Equipping new managers with leadership tools ensures a steady pipeline of capable leaders who can step into senior roles as the organization grows.

Sources: ¹McKinsey; ²[Gallup](#); ³Work Institute.

Client Feedback on Our Manager Programs

“Jenn analyzed and communicated complex concepts, implications, and strategic solutions aligned with our strategy for effective and efficient plans. Jenn creatively and passionately answered the challenge to push the envelope, driving our business while deepening customer relationships in new ways.”—*Jeff Muench, Walmart*

“I was blown away by the content. Jenn was engaging, interactive and educational in her presentation. Her topics were relevant and helpful to support advancement of the key leaders. Jenn made a difference in our lives which is why I can’t speak highly enough of her.”—*Karen Paff, Salix Pharmaceuticals*

“We were impressed with Jennifer’s professionalism and enthusiasm from our first point of contact. This was a 10 out of 10 experience and we highly recommend her!”—*LaTisha Perry, Wesco*



Lead Through Change | Build Trust, Find Opportunity + Reduce Fear During Times of Transformation

Intended Audience: All People Leaders, from New Managers to Executives

Change fatigue is taking a toll on employees, resulting in 74% of employees reporting lower engagement and productivity due to change fatigue (Gartner, 2023). This is why organizations can't afford to leave change leadership to chance. Companies with strong change leadership are six times more likely to meet performance goals during disruption (Deloitte, 2025), and employees are 50% more likely to embrace change when supported by trained managers (McKinsey, 2024). This workshop equips people leaders with the tools, strategies, and mindset to guide their teams through uncertainty, and transform disruption into opportunity.

This workshop teaches the neuroscience behind change resistance and the emotional toll of ambiguity, while offering practical approaches to build trust and sustain momentum. Participants will explore how fear manifests through common stress responses—fight, flight, fawn or freeze—and how to reframe fear as fuel. They'll practice proven frameworks to lead with transparency, empathy, and resilience, ensuring their teams stay focused and aligned.

This program integrates psychology, business case studies, best practices, and AI-powered tools to help managers navigate real-world change. |

Attendees Will Leave With:

- Understanding what they can do to reduce uncertainty and fear.
- Knowing stress responses and how to guide teams through them.
- A repeatable 5-part framework to create psychological safety through empathy, structure, and impact.
- Strategies to leverage generative AI tools for messaging and decision-making.



The Fearless Leader: Driving Performance, Growth and Innovation

Intended Audience: Mid-Level Managers to Executives

Adaptability and innovation are critical to success in today's unpredictable business landscape. Businesses can't afford to miss growth opportunities or lose top talent to competitors outpacing them. Companies that create environments where employees feel valued and empowered are **five times more likely to innovate effectively** (Google's Project Aristotle). Workplaces with higher employee engagement drive **21% more profitability** and experience **59% lower turnover** than their peers (Gallup). Agility drives better business outcomes.

This workshop equips leaders with tools and strategies to foster a culture of innovation and adaptability. We provide actionable techniques to help them promote creative problem-solving and knowledge-sharing within their teams. Through real-world case studies, interactive role-playing, and guided discussions, attendees will develop strategies to coach and empower employees, encourage idea-sharing, and create an environment where individuals feel safe to take risks and contribute at their highest level. Each participant will leave with a tailored action plan to enhance team communication, strengthen their leadership approach, and implement cultural shifts that fuel long-term success.

Attendees Will Leave With:

- Understanding why cultivating adaptability and agility is critical today.
 - Strategies to foster engagement through questioning strategies and coaching.
 - Techniques to create environments where employees feel empowered to contribute, be creative and take ownership of their work.
 - A tailored action plan to improve team communication and talent development.
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How to Lead Uncomfortable Conversations and Deliver Critical Feedback: Driving Trust, Performance, and a Culture of Growth

Intended Audience: All People Leaders, from New Managers to Senior Leaders

Avoiding uncomfortable conversations is one of the costliest mistakes leaders make—resulting in missed targets, eroded trust, disengaged employees, and expensive turnover. In today’s high-stakes business environment, fearless communication is essential to drive performance, reinforce accountability, and build resilient, inclusive teams. We surveyed 200+ managers on the leadership skills they need to develop most, and tackling challenging conversations was at the top of the list.

This workshop equips managers, team leads, and rising stars with a proven 8-step framework for planning, leading, and navigating difficult conversations with clarity, empathy, and confidence. Participants learn to choreograph conversations to share concerns respectfully, diffuse defensiveness, and create shared action plans to move the business forward.

Attendees Will Leave With:

- Frameworks to stay grounded and constructive under pressure
- Reframes to respond effectively when challenged with defensive or emotional reactions
- The ability to handle emotional reactions so the ‘fear of tears’ disappears
- Real-world examples of how to tackle issues like missed performance goals, collaboration breakdowns, and feedback about growth opportunities
- Tips for leveraging Generative AI tools to role-play, brainstorm, and practice tough conversations in advance

By transforming uncomfortable conversations into opportunities for growth, participants will become more effective leaders who protect your business interests, develop top talent, and build cultures where innovation and trust thrive.

Schedule your free consultation now

Contact [this link](#) to book an appointment, or contact Jenn Willey at jennifer@wet-cement.com or (732) 503-8123. Learn more at [Wet Cement](#).